

FIG. 1A

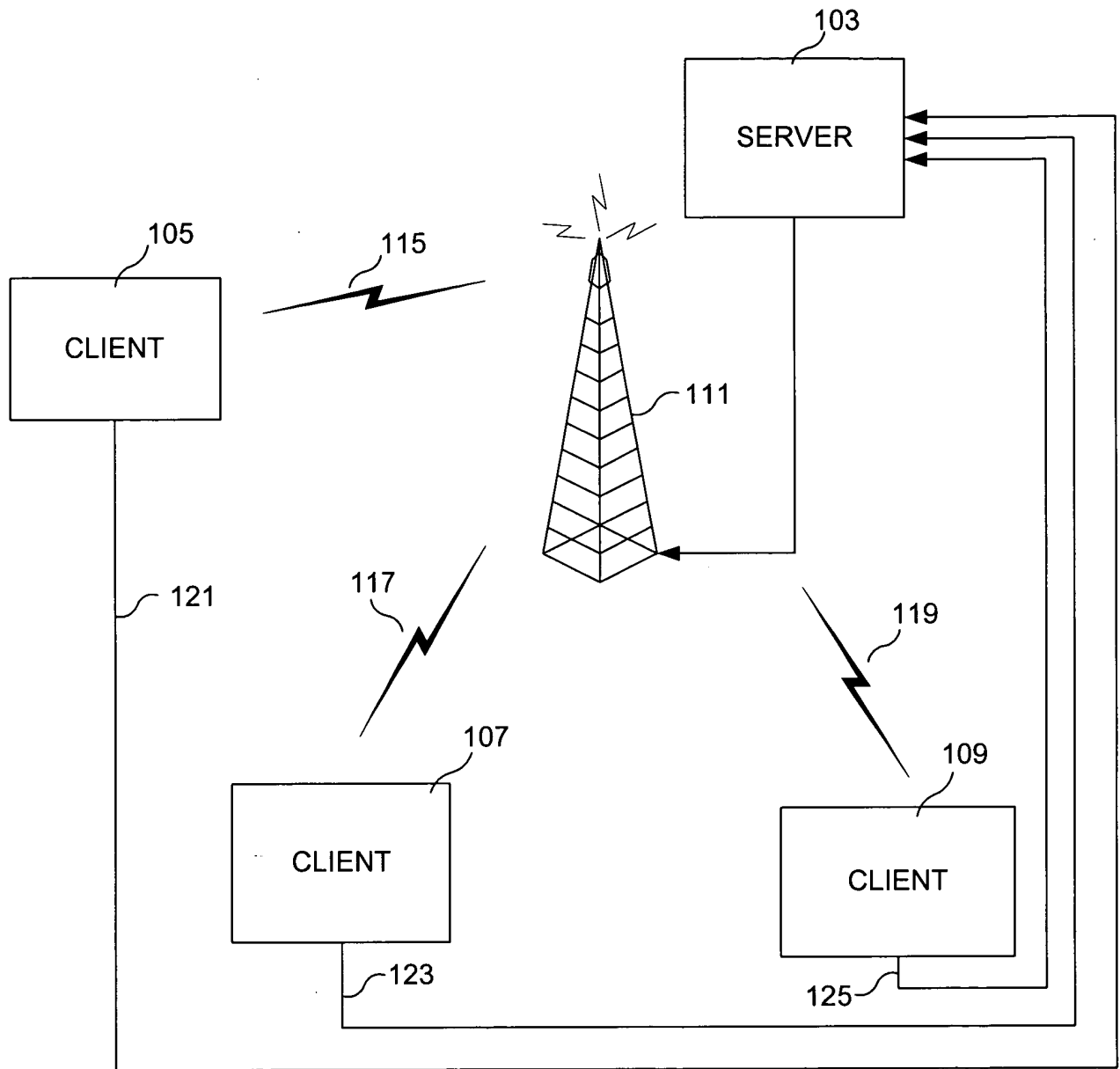


FIG. 1B

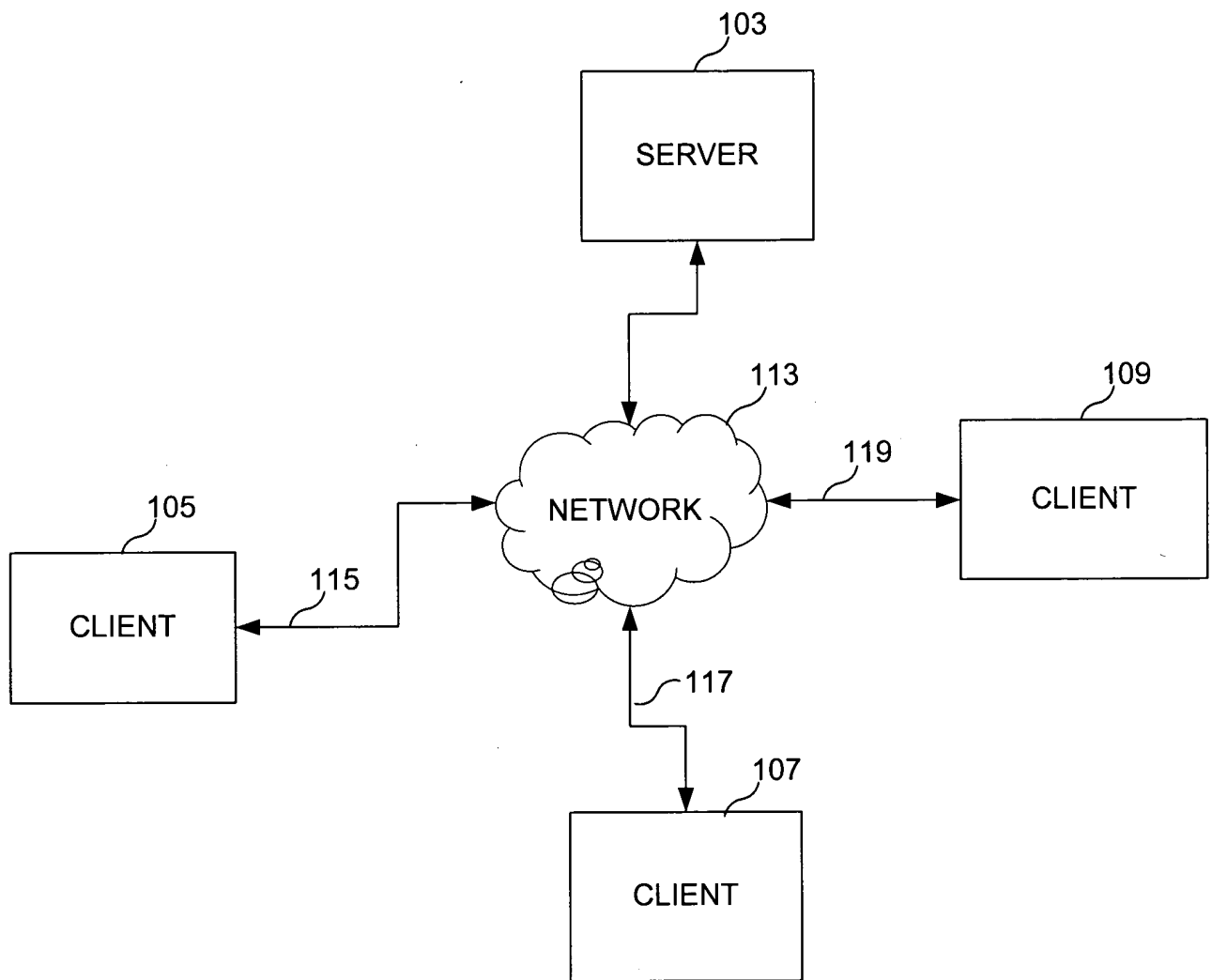


FIG. 1C

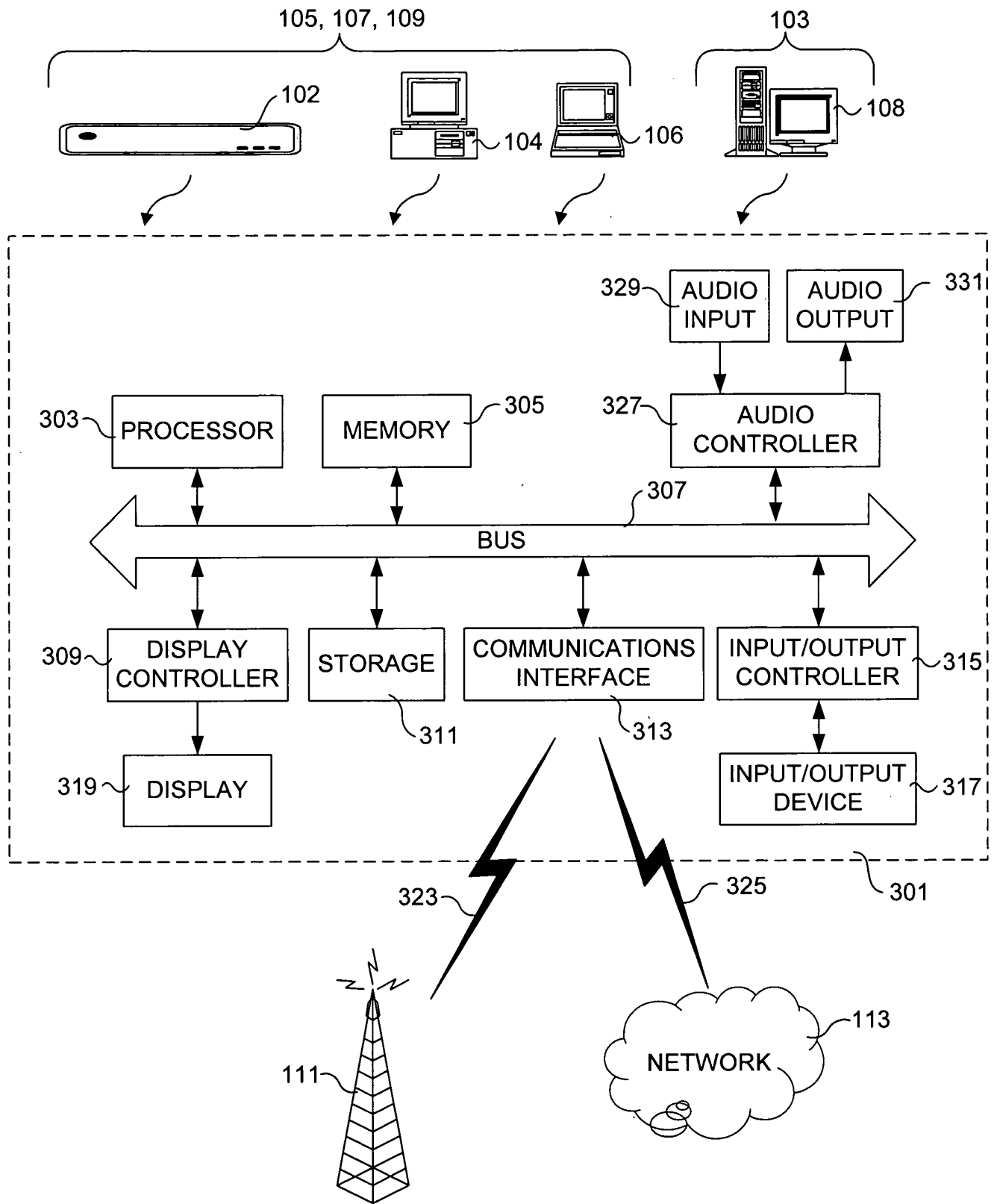


FIG. 2

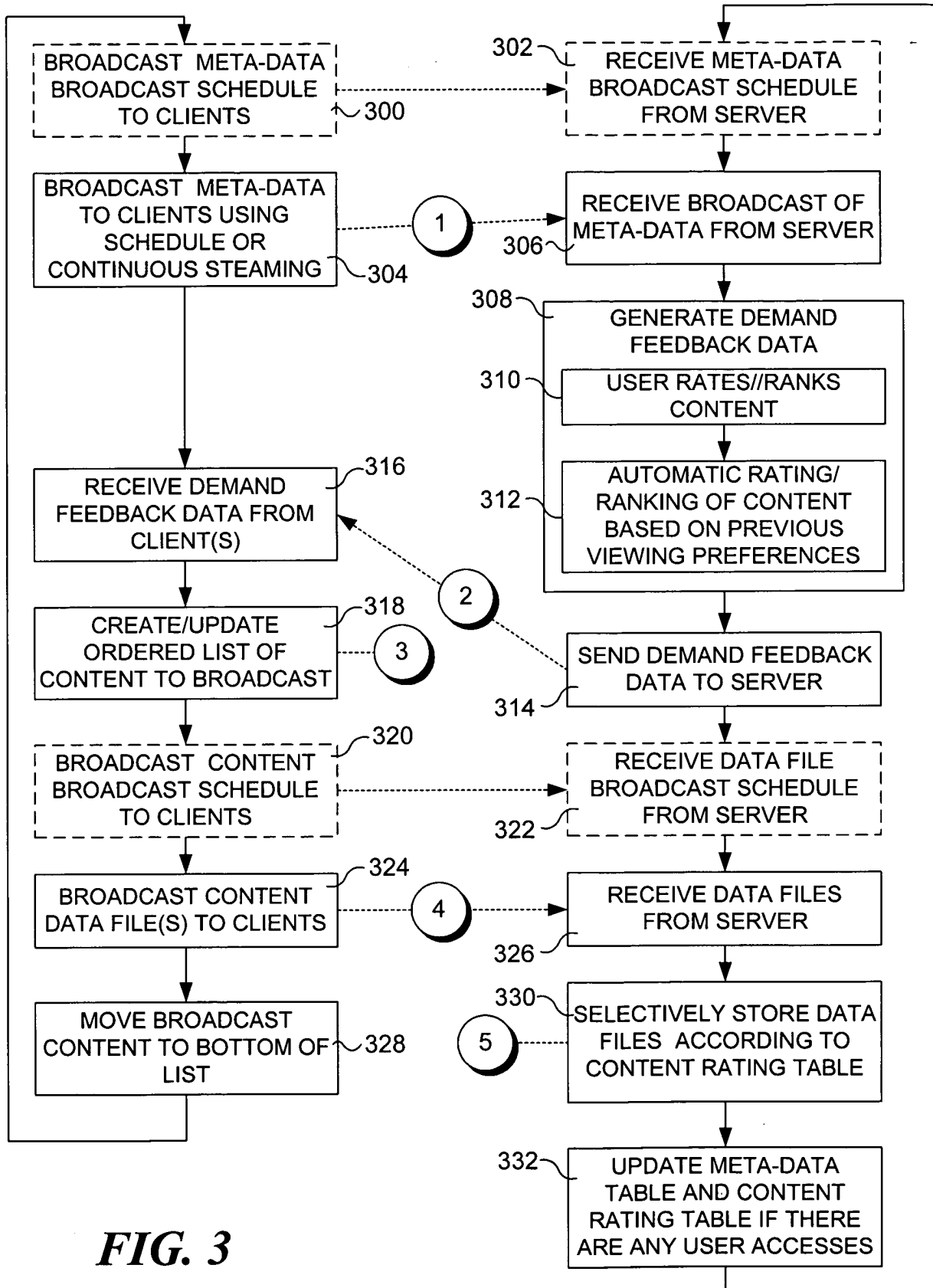
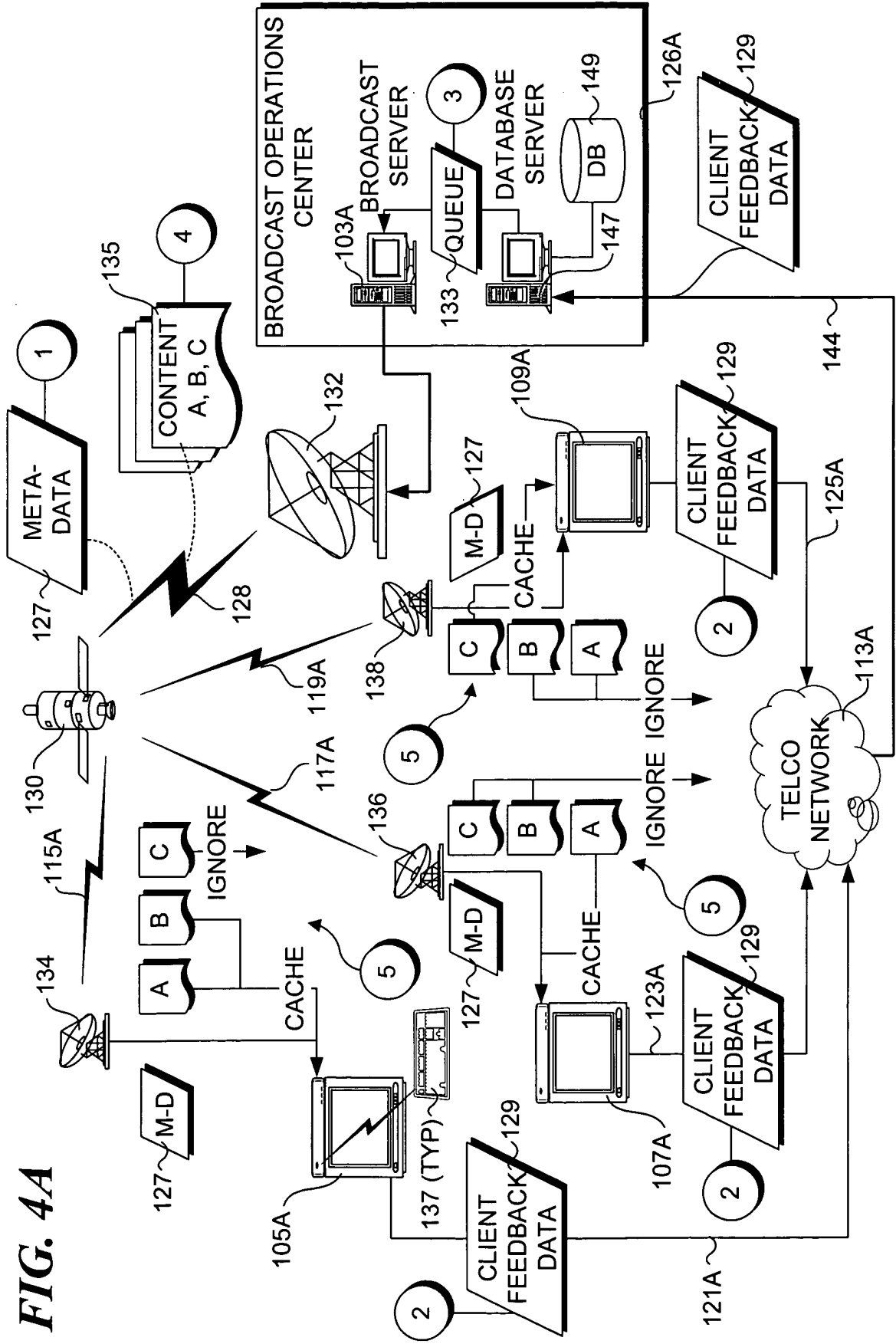
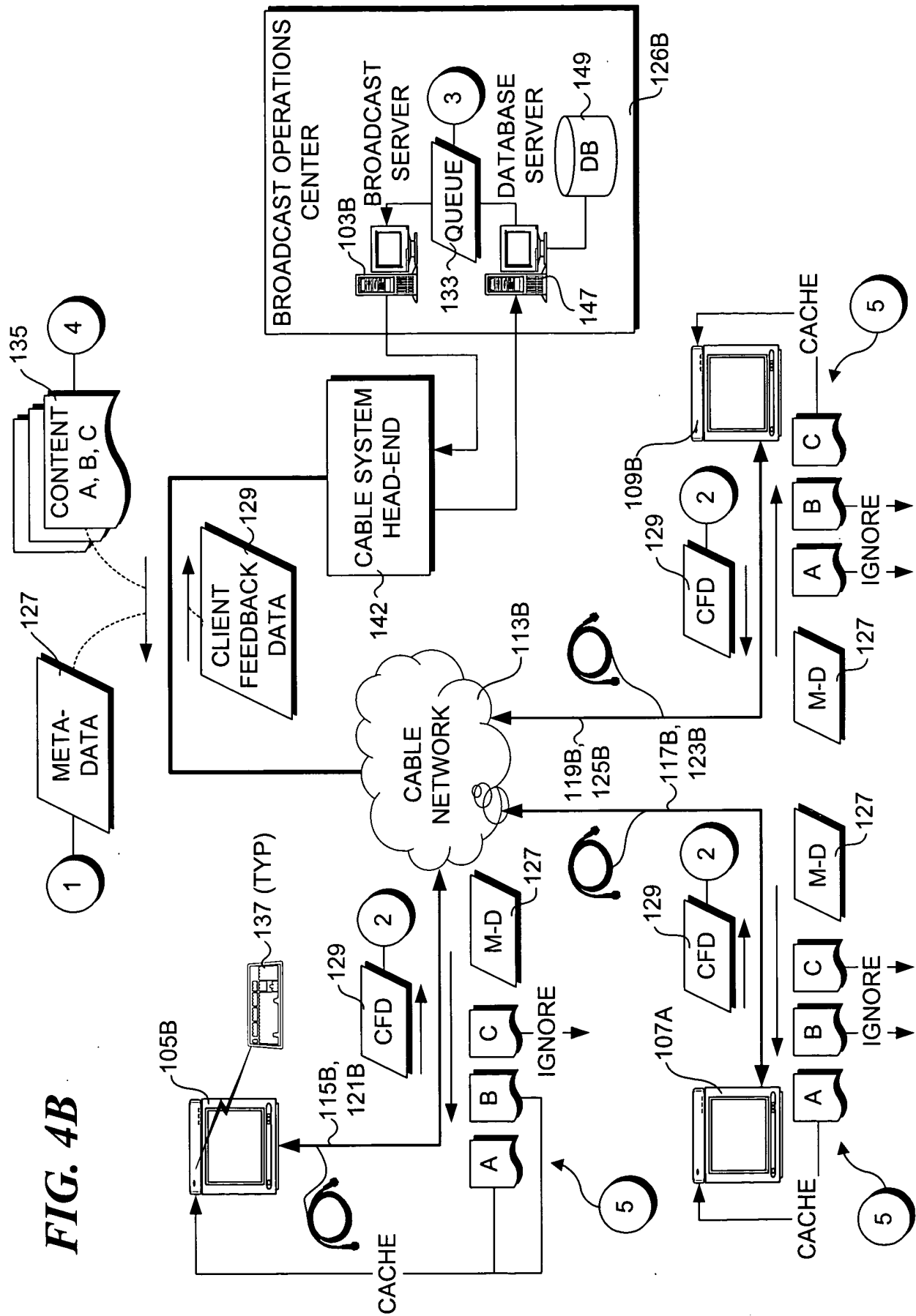
BROADCAST OPS. CENTER**CLIENT****FIG. 3**

FIG. 4A





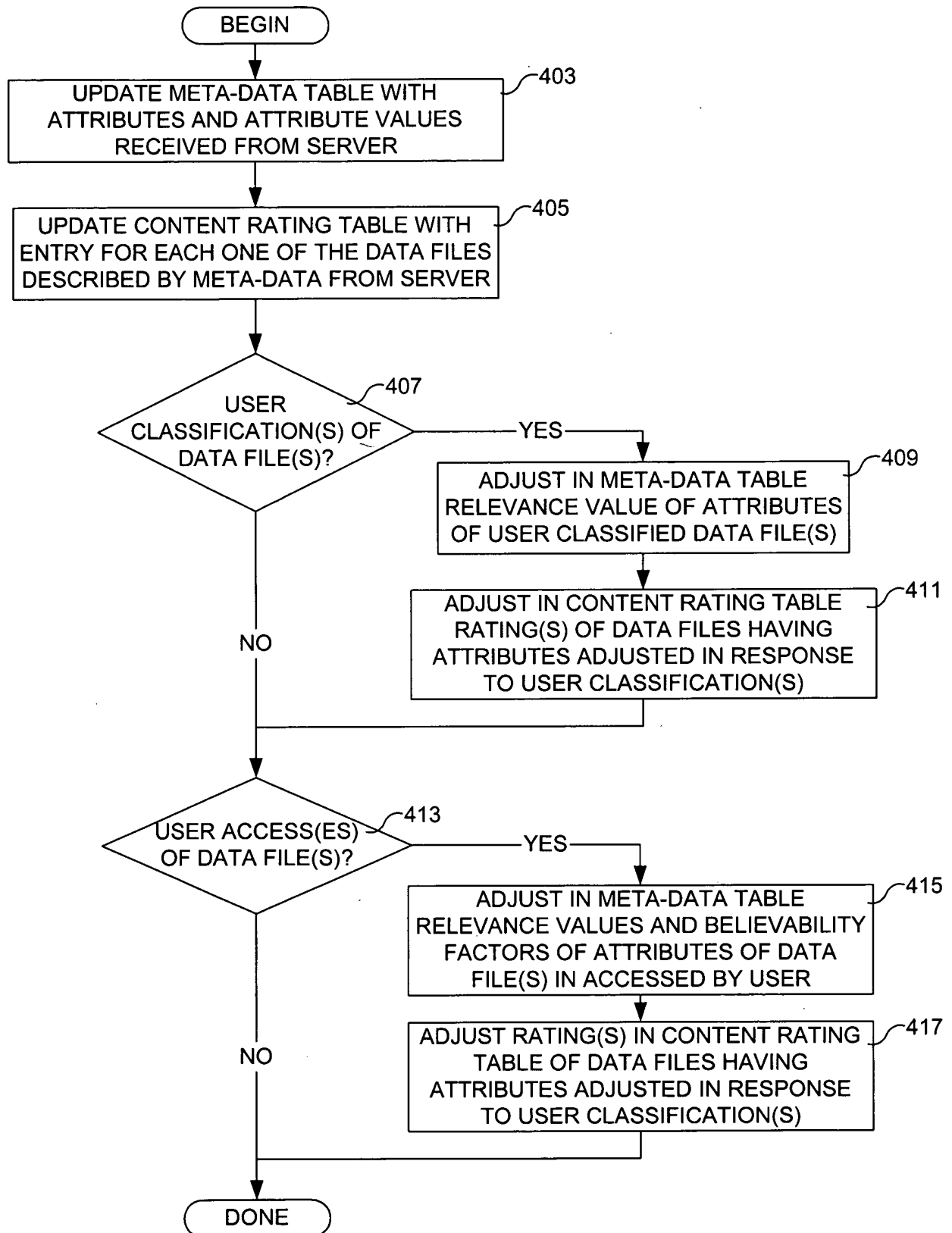


FIG. 5

501

NAME	ACTOR	GENRE
ACTION DUDE	JOE SMITH	ACTION
THE FUNNY SHOW	JANE DOE	COMEDY
BLAST 'EM	JANE DOE	ACTION
HARDY HAR HAR	JOE SMITH	COMEDY

FIG. 6

ATTRIBUTE	ATTRIBUTE VALUE	RELEVANCE	BELIEVABILITY
ACTOR	JOE SMITH	0	0
ACTOR	JANE DOE	0	0
GENRE	ACTION	0	0
GENRE	COMEDY	0	0

601

FIG. 7

NAME	RATING	RATING TYPE	IN CACHE	NEXT TREATMENT
ACTION DUDE	0	N/A	YES	N/A
THE FUNNY SHOW	0	N/A	YES	N/A
BLAST 'EM	0	N/A	YES	N/A
HARDY HAR HAR	0	N/A	NO	N/A

701

FIG. 8

801

NAME	CLASSIFICATION
ACTION DUDE	RECEIVE
THE FUNNY SHOW	REFUSE
BLAST 'EM	N/A
HARDY HAR HAR	N/A

FIG. 9

ATTRIBUTE	ATTRIBUTE VALUE	RELEVANCE	BELIEVABILITY
ACTOR	JOE SMITH	1	0
ACTOR	JANE DOE	-1	0
GENRE	ACTION	1	0
GENRE	COMEDY	-1	0

601A

FIG. 10

ATTRIBUTE	ATTRIBUTE VALUE	RELEVANCE	BELIEVABILITY
ACTOR	JOE SMITH	1	1
ACTOR	JANE DOE	-1	0
GENRE	ACTION	1	1
GENRE	COMEDY	-1	0

601B

FIG. 11

NAME	RATING	RATING TYPE	IN CACHE	NEXT TREATMENT
ACTION DUDE	1	EXPLICIT	YES	REPLACE
THE FUNNY SHOW	0	EXPLICIT	YES	REPLACE
BLAST 'EM	0.5	IMPLICIT	YES	KEEP
HARDY HAR HAR	0.5	IMPLICIT	NO	CAPTURE

701A

FIG. 12

ATTRIBUTE	ATTRIBUTE VALUE	RELEVANCE	BELIEVABILITY
ACTOR	JOE SMITH	1	1
ACTOR	JANE DOE	-1	-1
GENRE	ACTION	2	2
GENRE	COMEDY	-1	0

601C

FIG. 13

?

×

CONTENT RATING/RANKING

803

RATING

805

RANKING

815

817 (TYP)

NAME	ACTOR	GENRE	RATING
ACTION DUDE	JOE SMITH	ACTION	75
THE FUNNY SHOW	JANE DOE	COMEDY	20
BLAST 'EM	JANE DOE	ACTION	80
HARDY HAR HAR	JOE SMITH	COMEDY	50
⋮			55
MOVIE X			60
MOVIE Y			65
MOVIE Z			

810

819

821

812

807

UPDATE RANK

809

OK

811

CANCEL

FIG. 14

?

×

CONTENT RATING/RANKING

803

RATING

805

RANKING

823

825

827 (TYP)

NAME	ACTOR	GENRE	RANKING
ACTION DUDE	JOE SMITH	ACTION	2
THE FUNNY SHOW	JANE DOE	COMEDY	
BLAST 'EM	JANE DOE	ACTION	1
HARDY HAR HAR	JOE SMITH	COMEDY	3
⋮			
MOVIE X			
MOVIE Y			
MOVIE Z			

810

812

807

UPDATE RANK

809

OK

811

CANCEL

FIG. 15A

?

×

CONTENT RATING/RANKING

803

RATING

805

RANKING

823

825

827 (TYP)

NAME	ACTOR	GENRE	RANKING
BLAST 'EM	JANE DOE	ACTION	1
ACTION DUDE	JOE SMITH	ACTION	2
THE FUNNY SHOW	JANE DOE	COMEDY	
HARDY HAR HAR	JOE SMITH	COMEDY	3
⋮			
MOVIE X			
MOVIE Y			
MOVIE Z			

810

812

807

UPDATE RANK

809

OK

811

CANCEL

FIG. 15B

?

×

CONTENT RATING/RANKING

803

RATING

805

RANKING

823

825

827 (TYP)

NAME	ACTOR	GENRE	RANKING
ACTION DUDE	JANE DOE	ACTION	1
ACTION DUDE	JOE SMITH	ACTION	2
HARDY HAR HAR	JOE SMITH	COMEDY	3
THE FUNNY SHOW	JANE DOE	COMEDY	
⋮			
MOVIE X			
MOVIE Y			
MOVIE Z			

810

812

807

UPDATE RANK

809

OK

811

CANCEL

FIG. 15C

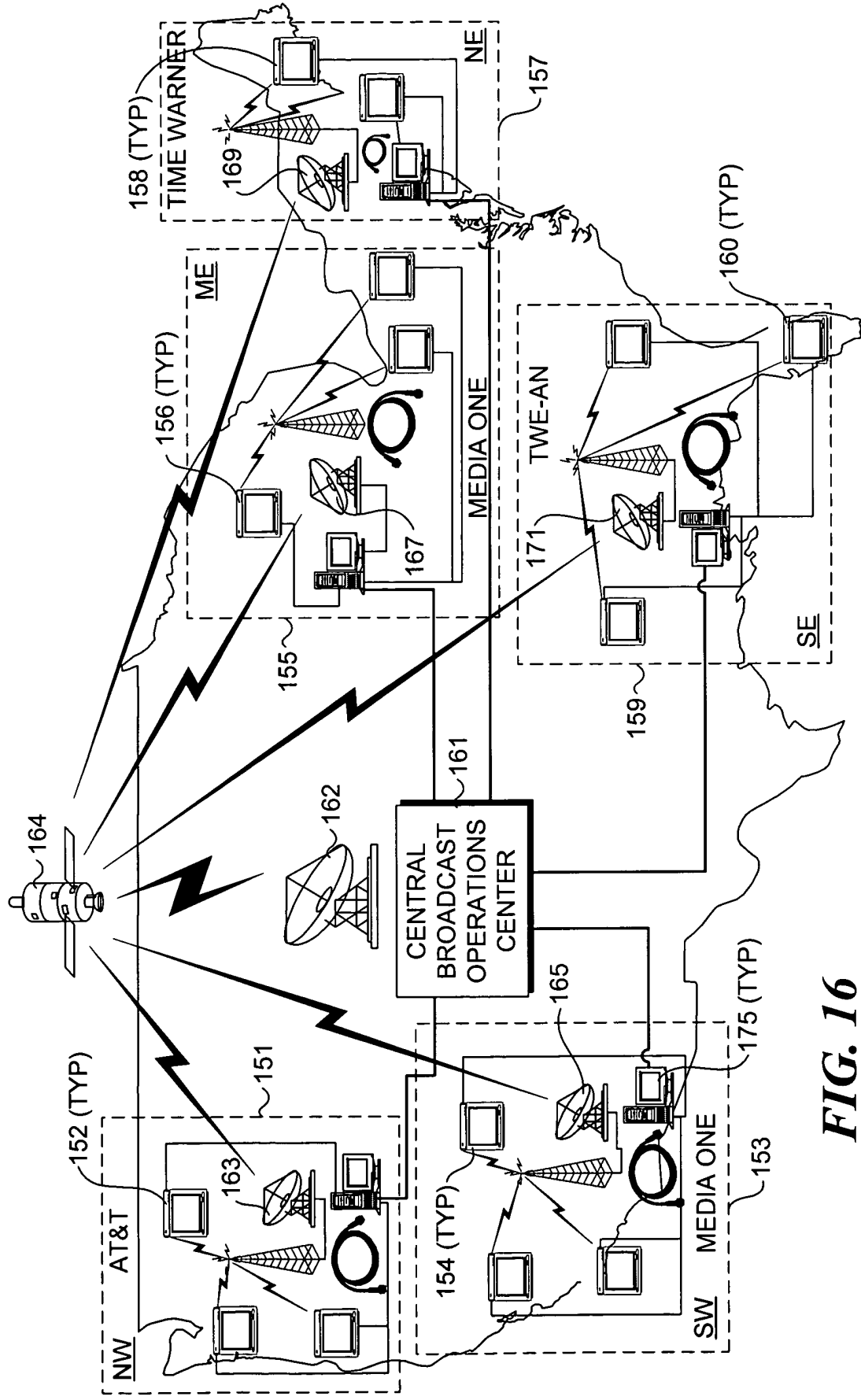


FIG. 16

187		189		191		193		195	
CONTENT_ID	USER_RATING	AUTO_RATING	USER_RATING	COMB_RANK					
ACTION DUDE	75		2	2					
THE FUNNY SHOW	20			7					
BLAST 'EM	80		1	1					
HARDY HAR HAR	50		3	5					
:									
MOVIE X		65		3					
MOVIE Y		55		4					
MOVIE Z		30		6					

177

META-DATA_ID179

REGION_ID181

BROADCAST_ID183

MSO_ID185

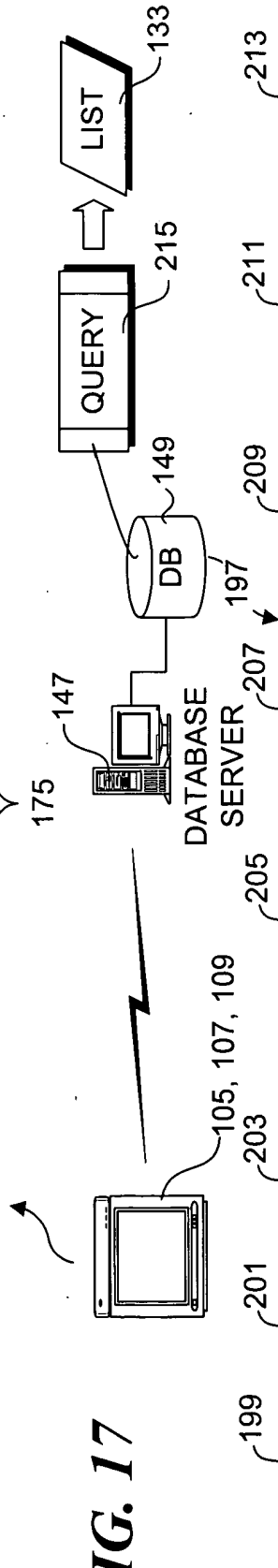
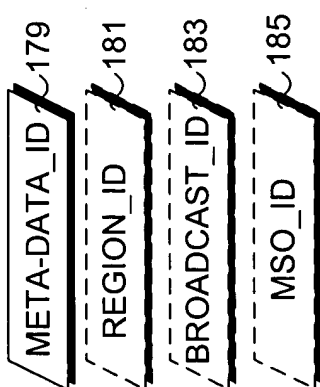


FIG. 17

199		201		203		205		209		211		213	
META_ID	REG_ID	BCAST_ID	CONTENT_ID	USER_RATING	AUTO_RATING	USER_RATING	COMB_RANK	USER_RATING	COMB_RANK	USER_RATING	COMB_RANK	USER_RATING	COMB_RANK
100	NW	AT&T	ACTION DUDE	75			2		2		2		2
100	NW	AT&T	THE FUNNY SHOW	20			7		7		7		7
100	NW	AT&T	BLAST 'EM	80			1		1		1		1
100	NW	AT&T	HARDY HAR HAR	50			3		3		3		3
100	NW	AT&T	:										
100	NW	AT&T	MOVIE X		65								
100	NW	AT&T	MOVIE Y		55								
100	NW	AT&T	MOVIE Z		30								

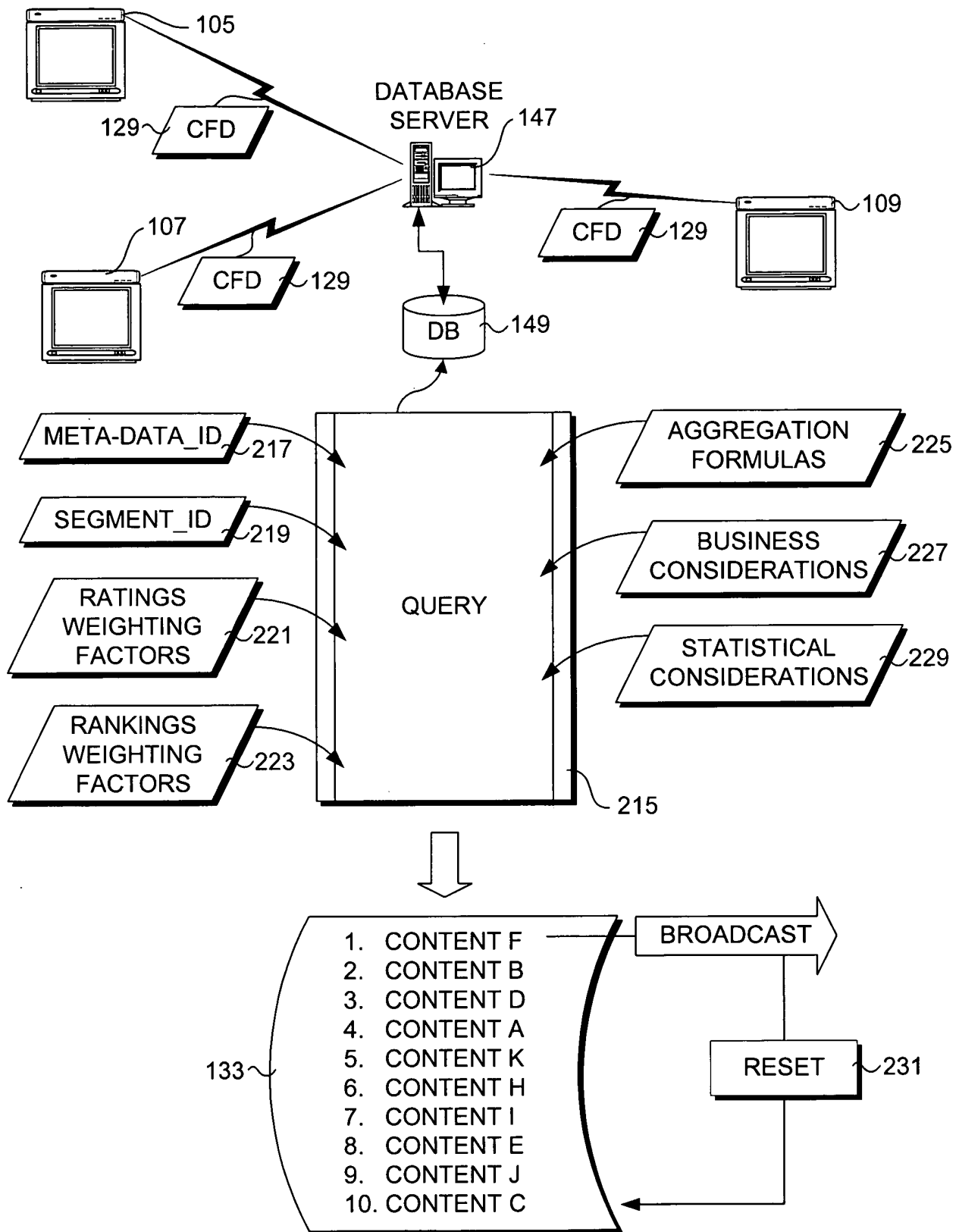


FIG. 18

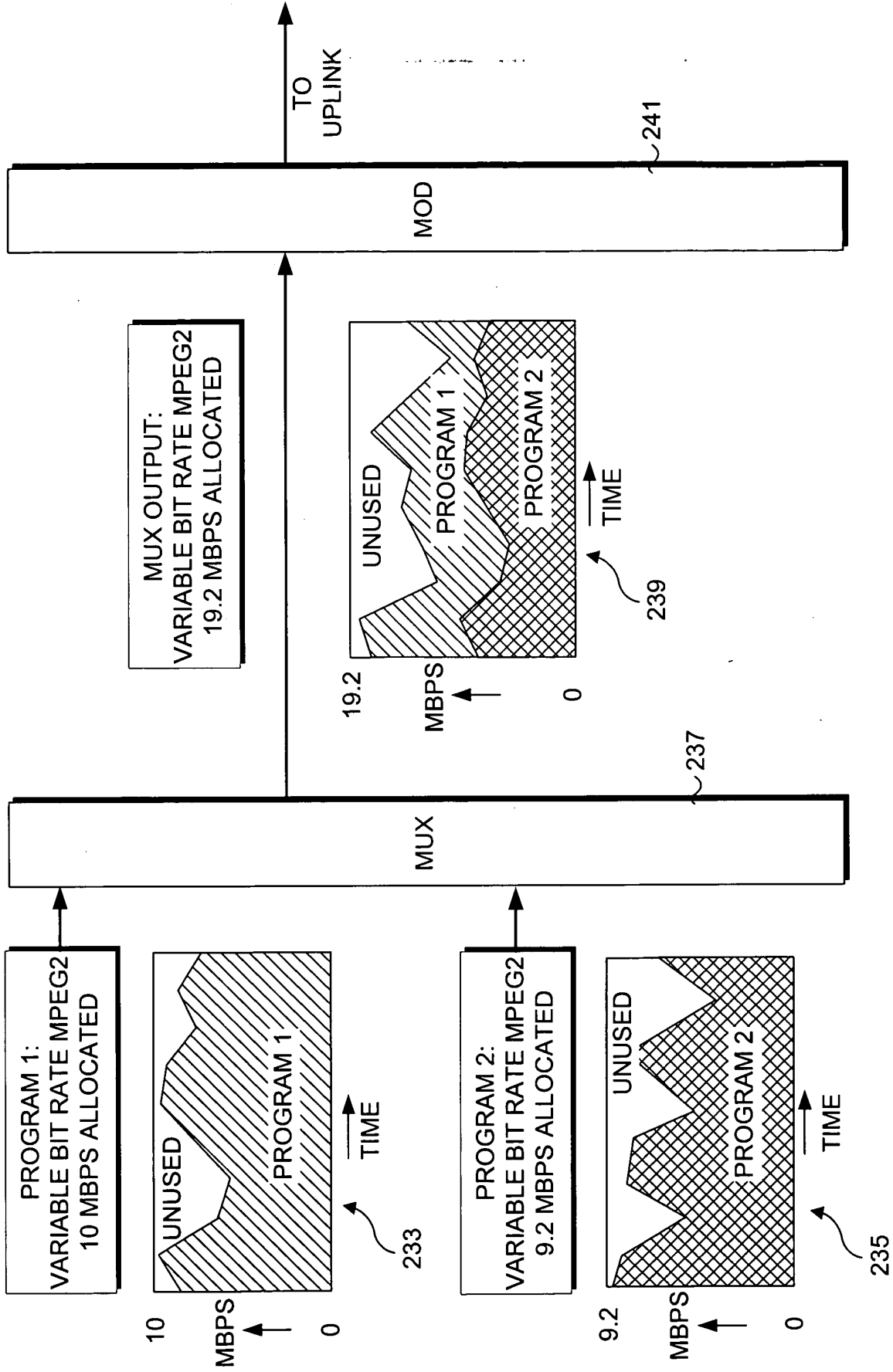


FIG. 19 (PRIOR ART)

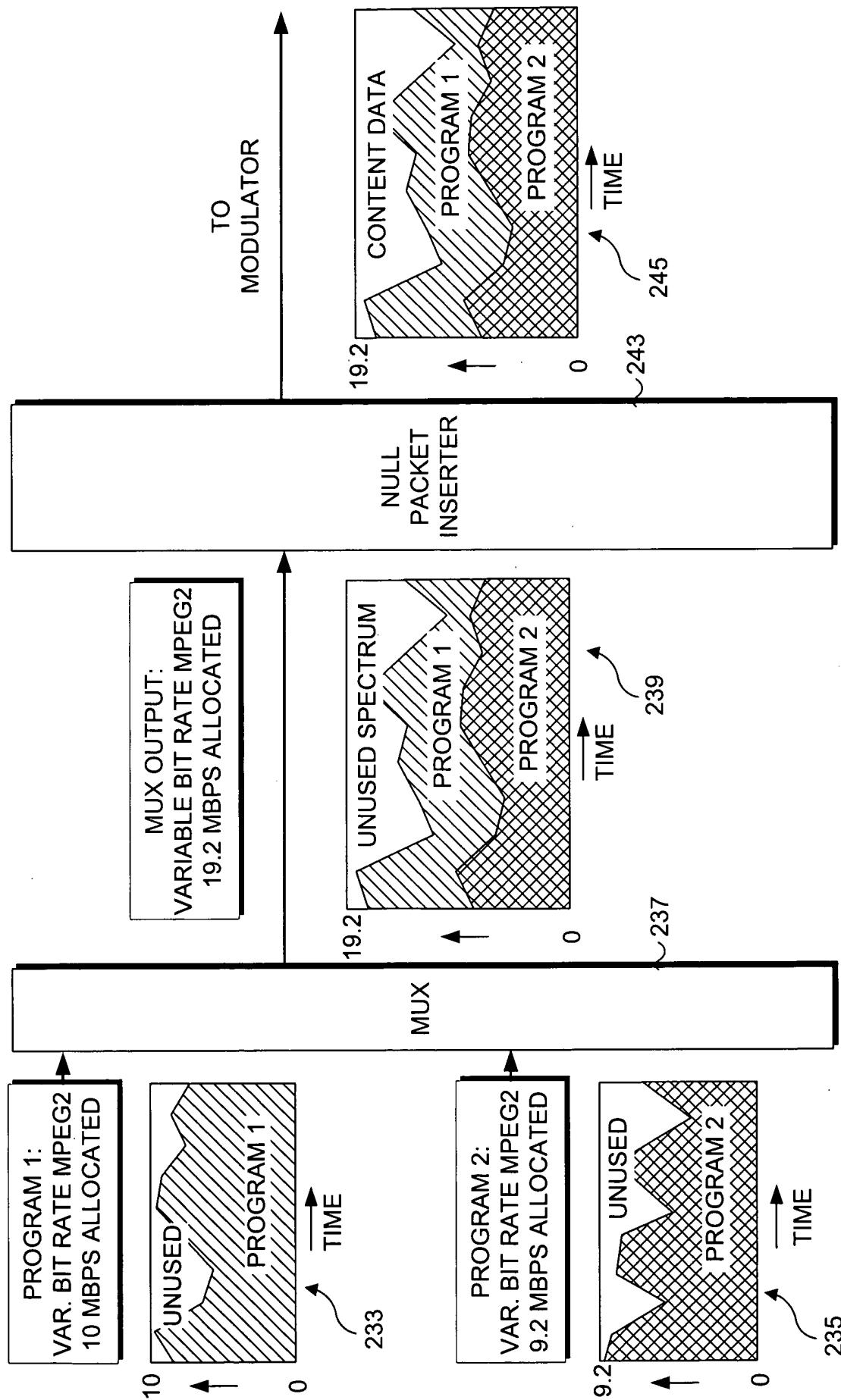


FIG. 20

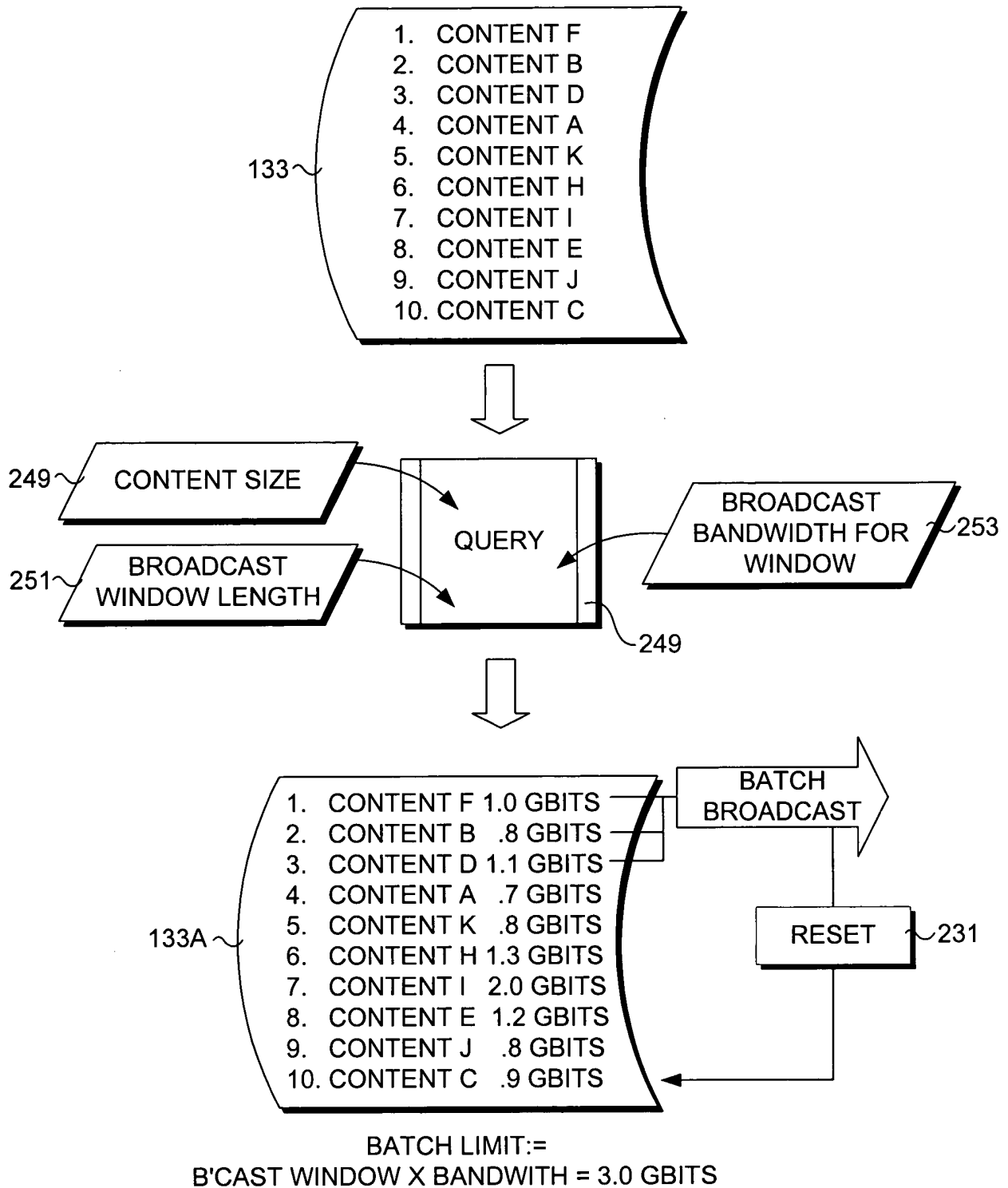


FIG. 21

FIG. 22

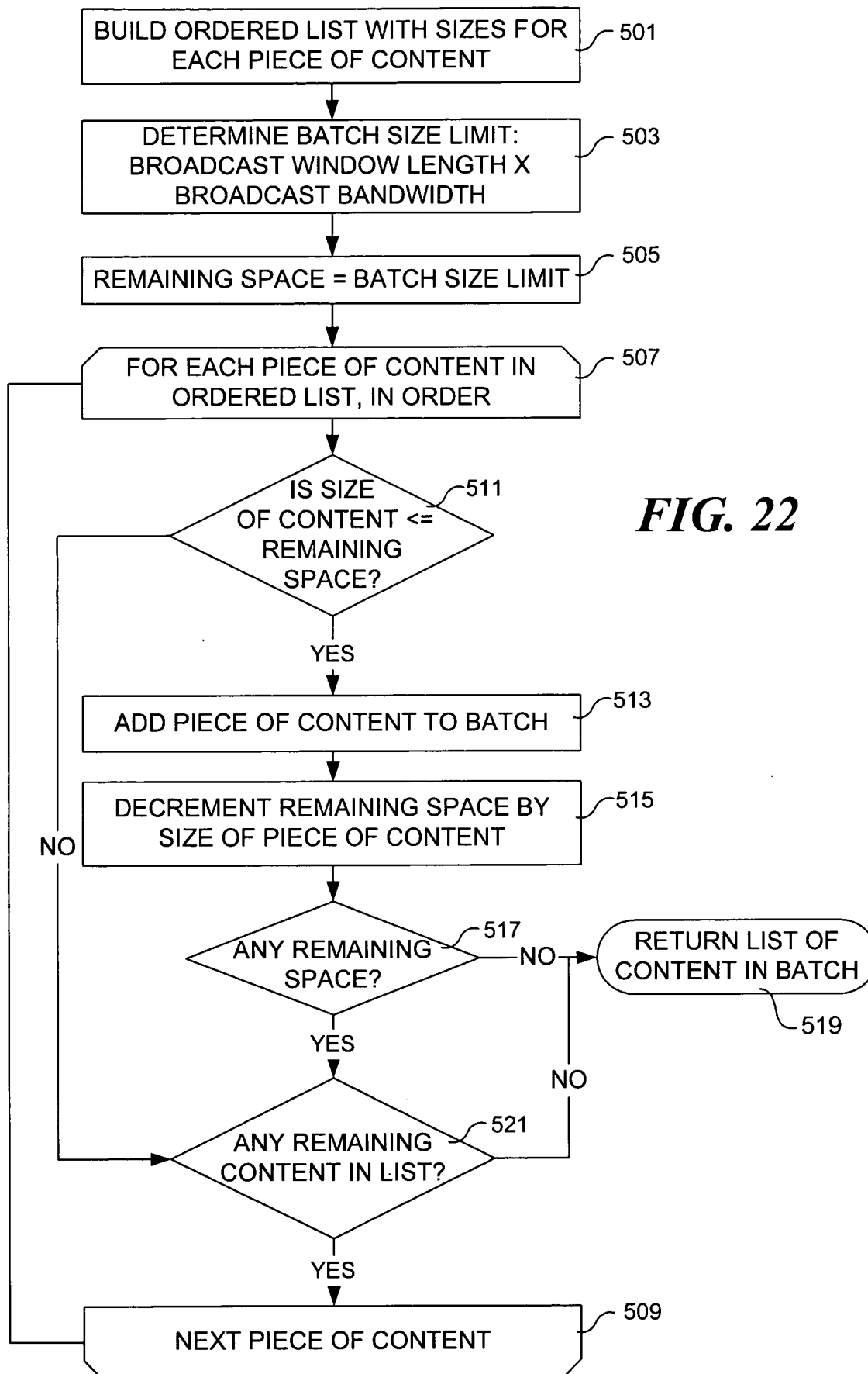


FIG. 22

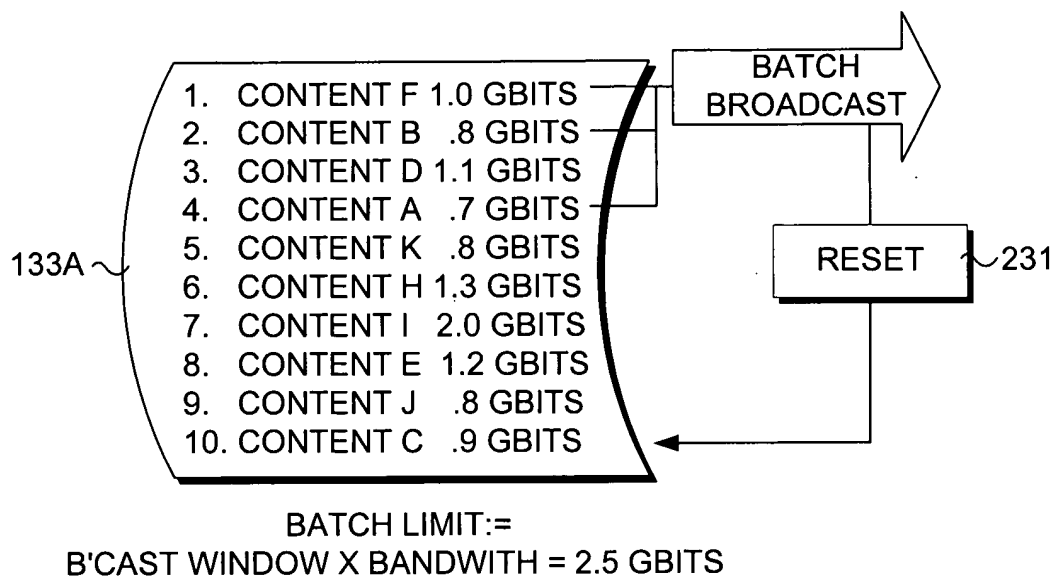


FIG. 23